



## Executive Director's Update for April 5/11/16

### Finance:

- Total cash as of **4/30/16**, was approximately **\$130,436**, \$33K below the planned budget and about \$30K less than what we had on-hand last year, at the same time. Of this total amount of cash, the unrestricted funds, which is what we can actually spend easily, was **\$31,027**, above the previous month, and previous year, but including funds we'd hoped to invest:

*\*We've not yet moved the life-member income from December, which I've directed Kelcy to retain as available cash, rather than immediately applying it to our endowment account. Unfortunately, with the Prairie du Chien, St. Croix Valley, Cedar Creek, and Manitowoc teams all very unlikely to contribute to their budgeted plans, and with the Madison, LaCrosse, and Wausau teams not screaming out of the gate, I'm concerned about our ability to maintain positive income through the second half of the year.*

- Accounts payable is approximately \$20,348, a figure **down by more than \$25,000 from last year**, at the same time. This is primarily due to improved payment of contractors from our grant funds through HRP's work. Thus, we are much more current on our bills, in this regard, than last year at this time. We have a small amount to receive yet, from the \$100,000 "big NAWCA" grant, which has been applied for, and we may be able to submit a few thousand dollars more in invoices to this source, following the update meeting which was held on 3/31.
- Kelcy's month-end comments, 5/9/16: *"We're still awaiting event paperwork for Northern Wetlands which was budgeted to wrap up, hence the main difference between YTD chapter income vs. budget. Also, we'd planned to transfer the \$10,000 Life Sponsorship received in December of 2015 into our Endowment Account in April. However, due to the uncertainty/loss of a few key events scheduled for this year Don has elected to hold off on the transfer for 90 days..."*
- Chapter bank accounts currently hold **\$55,484**, below budget, and last year. (we seek to minimize chapter accounts, to maximize working capital – the ready-to-spend funding referenced above).
- Net income (loss) for the month was **(\$15,850)**, worse than the expected budget line, due to timing issues, as described above. Generally, the events thus far, this year, have performed very well, producing income well above budget – despite late reporting/reconciliation.
- Inventory update: inventory is at \$27,245. This is low, historically speaking. We did add an order of Rivers Edge "smalls" in April, as well as another order that just arrived in May. Goose decoys found clearance at Walmart.com, and items being pre-bought for the golf outings and such were also added in... I hope to be able to bring in additional Milwaukee Electric Tool, through Eric's contacts, as well as Rig Em Right, and possibly Final Approach, shortly. I also have one bid secured for a new camo logo cap, and I'm waiting for samples on another – and I'm working with DyeSport on a new hoody design, with a nylon-mix change from our classic 100% cotton versions...

- **Sponsors update:**

F/A: I've asked our contact to clarify what the timeline is for their proposed "fall sponsorship" opportunity, identifying the fact that I need to make a decoy plan, soon, and would like to include them in that planning, but need to know what can be done. Unfortunately, their \$2500 free shipping, and limited discount structure make them less attractive.

Rig 'Em Right: the owner asked that I re-contact him in spring, to see if something more can be worked out for 2016, he offered their 2016 catalog as a preview... update: I had to revise my planned request, following a review with Tom on the 3<sup>rd</sup>, and so I'll send out that e-mail inquiry on 5/12/16.

Nutro: after another reorganization (downsizing), our friend Marty Young survived once again, but now has the whole state of WI, plus some more territory to cover. Update: Marty has asked Tom and I to think of a better way for Nutro to be represented with a food donation, than what we've been doing. Tom and I have met on it, twice, discussing it – and have not yet figured out a plan that reps them better, but still has a chance for WWA to earn \$\$\$.

Prospecting:

Worth: I made an unsuccessful appeal to this company, based out of Stevens Point, in hopes of contracting some of their camo AnchorMate products, for use with duck boats, at our events. They have discontinued this line, and were not interested in selling us their standard line, at wholesale, at this time.

Caviness: after seeing their new camo paddles at Fleet Farm, I've made a request of an old friend, one of their reps, to see if I can get an audience to make a pitch for sponsorship...my contact is still working it, at this time.

New Dog Treat company: Although I was unable to hook up with them at Green Bay's event, we will be tracking down the donor who provided about \$500 worth of high-end dog treats – a family company from over by Manitowoc, in hopes of securing a partnership on a larger scale...

Onyx Outdoors: this company produces lifejackets and other PFD's. I've made one attempted contact with them already, without any response, via their website. Now, I've made contact with their senior product manager, via LinkedIn, and one of my former peers at GM. I'm hoping to make arrangements to have a package of camo self-inflating vests, with boat cushions, etc., for use at our events... no further update.

Johnson Outdoors: Russ Olson spoke with their CFO during week 2 of April, and this contact will be forwarding us information on whom to contact within their organization for corporate donations. I attempted to use my old GM contacts, back in 2010, to crack this nut, but was unsuccessful at that time – hopefully this "in", will bring better results! Update: Russ got the input on Friday the 6<sup>th</sup>, I'll be crafting something yet this week, to submit...

## Development:

Summary: This list features the 2016 planned events, with or without a budgeted contribution as well as key areas to effort further growth, or return. For 2016, our initial budget line-listing for volunteer teams & staff consisted of **36** events. Based upon the last five years performance, it's reasonable to assume we'll complete between 30-32 of these planned events.

Chapters/Event teams – in historical or current planned event calendar order:

- **Berlin/Fox River Chapter:** Event ran 1/30/16, paperwork complete. No further update.
- **Waupaca:** We ran small events here in 2011, 2012, and 2013, usually netting \$2k or less. No event for 2016.
- Wausau Hunting Show: Event ran 2/12-2/14, recruiting for Stevens Point, Wausau teams, and N.W. event. Attendance was good, Tom and I felt the effort was worthy, with a large list of contacts generated for Wausau, and a smaller list built for Point.
- **Rhineland/Northern Wetlands:** Event ran 2/27. Tom reports it went very well. **Reporting overdue.**
- Milwaukee J/S Sport Show: Event ran 3/2-3/6/16. New show mgmt. coming for 2017.
- **Baraboo River:** The event set for mid-March was first delayed to April 9<sup>th</sup>, then later canceled, during Tom's illness. No further update.
- WI Waterfowl Hunter's Conference: Event ran 3/11 and 3/12. Peter was to be a presenter, but due to a death in the family, his event was canceled. Attendance appeared to be down by nearly half, with less than 80 people counted, two times Don checked. We did not provide \$500 sponsorship this year, as we were not asked. Don/Bruce/Randy were at day 1, Don at day 2.
- **Chilton/Between the Lakes:** New events in 2012, 2013, and 2014. No event for 2016. May return in 2017.
- **Green Bay:** Event ran 3/17/16. Result \$27.5K. Paperwork complete.
- **Appleton/Fox Valley:** Event ran 3/31/16. **No reporting yet.**
- **Jefferson/Twin Rivers:** Event ran 4/2/16. **No reporting yet.**
- **Eau Claire/Chippewa Valley** – No team in this area. Key area for recruiting/rebuilding in 2016. No event in 2016.
- **Waukesha County:** Event ran 4/14, sold out. No reporting yet.
- **South Milwaukee/South Suburban:** Event ran 4/18. No reporting yet.
- **Fountain City/Duckweed:** No further update.
- **Madison Area Shoot:** Event ran 4/23. 84 shooters shot more than 100 rounds. Net around \$1300. Paperwork complete.
- **Dunn County/UW-Stout:** We ran good events here in 2010 and 2011. Members graduated. No 2016 event.
- **Fond du Lac:** A historical WWA chapter community. The former chairman of this team, Brian Kutz, was killed in a workplace accident, in April, at age 52. No 2016 event.
- **Abrams Shoot:** Event set for 5/14. Pre-registration has been limited.
- **Ozaukee Shoot:** Event set for 5/21 & 5/22, now 3<sup>rd</sup> in the Shoot Series. Evite went out 5/9/16.

- **SE Wisconsin Golf Outing:** Event set for 5/24. Sponsorship WAY up, foursomes down slightly, due in part to work travel on the part of 3 or 4 foursomes...
- **Holcombe:** We ran small events here in 2010 and 2011. No 2016 event.
- **Waukesha Shoot:** Event set for Saturday/Sunday, June 25/26. Fourth event in the Shoot Series. Don provided a 2<sup>nd</sup> draft of a promo postcard to Tom, on 5/11. No further update.
- **Hayward-Spooner/Northland Waters:** We ran poor events here in 2010, 2011, and then a big class A in 2012. Chair relocated to Ashland. Former treasurer here, Dennis, sold only about 15 Calendars this year (2015). No 2016 event.
- **Wild Wings Shoot** – Event set for July 22-24. No further update.
- **Hudson/St.Croix Valley:** Event ran July 29, 2015. Attendance was up slightly, but performance was well down, due to increased expense. Mitch also offered to upgrade our show-booth materials (about \$3,000 worth). Following the planning overture memo in April, Mitch claims he doesn't think he wants to run an event this year.
- **Fox Valley Open:** Event set for July 27, 2015. Presenting sponsor secured. Promo materials distro'd, preliminary event planning begun.
- **Madison Golf Outing:** Small event started in 2014, canceled 2015. 2016 budgeted event, set for 8/2/16. Draft brochure provided to Rob Roth on May 4<sup>th</sup>, no response to date, to fill in the requested 'hole in one' event sponsor info he promised. Deposit has been paid, Don has secured a hole sponsor and a beverage cart sponsor, to date.
- **Rice Lake:** No current team. Small events in 2010 & 2011. This would be a key area for growth. **No 2016 event.**
- **Southwest/Prairie Du Chien:** Don reached out on 2/10, to all involved parties. Chair reports they need committee help. I posted it to FB. Events in '09-'13. Not budgeted. I've not gotten any response, off my two bumps on our FB friends page. No further update on the team.
- **Cedar Creek/Mequon:** Al Klug reports members of this chapter will assist with the West Bend event this year, but will not attempt their own fundraising efforts this year, possibly returning in 2017. No further update.
- **State Calling Contest/Cabela's Waterfowl Weekend:** Planned to be 8/13/16, since last year, now we're unable to get confirmation on Waterfowl Weekend dates from Cabela's, following another internal reorganization of their corporate marketing team, to the great frustration of our local contact, Stephanie. Budgeted for this year. We should expect to work Richfield, Green Bay, and Sun Prairie, if at all possible – although now, we may end up with this event overlapped with the State Shoot – which will make things very difficult. No further update.
- **Midwest Shooter Supply Fall Fest:** A new opportunity. Don set up an EZUP booth on Friday, August 14<sup>th</sup>, to sell calendars, class "A" raffles, and promotional materials for the 4 upcoming events (State Shoot/West Bend/West Allis/South Shore) in the SE Wisconsin area. Al joined him, and Scott came in the afternoon. Randy & Scott Williams ran the booth on Saturday the 15<sup>th</sup>. Extremely hot weather turned down attendance, but this was a promising start... Budgeted for 2016 for 8/12 and 8/13. Update: Tim Fischer has left his job here, so we'll need to see if we can still make this connection, now...
- **Wausau:** No team in this area since 2011. Currently working on recruiting a team to surround Richie Kersten, a volunteer Don has recruited from FB. Don & Tom met with 2 local volunteers

on April 27, to discuss options. Don is meeting with 1 again on Sunday, to deliver a sample wood duck house kit. Not a budgeted event for 2016.

- **State Shoot:** Event set for 8/20/16. We'll ask pullers from the Kettle Moraine HS trap team to return. Don, Tom, Randy, Tim, Scott & another West Allis volunteer worked event. If this event doubles up with the calling contest, staffing could be a challenge. Final event of the Shoot Series
- **Midland Wings/West Bend:** Event set for 8/25/16. Class A being sold. No further update.
- **Ducks Before Bucks:** Event set for 8/30/16. We will draw the Shoot Series vault at this event – we have the board class A shotgun, and a HiPoint .45 ACP for the humidor game, already secured. We may also have the “Flurry Blind” to raffle off, as well as a class A canoe, to be sold at MidPoint all summer.
- **Sheboygan:** Classic chapter site, a very small project based event held here in 2013. Farm event to return this year on 8/27/16.
- **West Allis:** Event set for 9/15/16. Tom was disappointed in the net/gross return here, and has worked on reallocating volunteers to this team, for this year. Class A being sold.
- **South Shore:** Event set for 9/29/16. Attendance was a concern last year. No further update.
- **Oshkosh:** No 2014 or 2015 event. No further update.
- **La Crosse:** A classic WWA community, a new team held small events in 2011, 2012, and 2013. No further update, following the addition of even one more FB volunteer in late April. Budgeted event for 2016.
- **Rock County:** A small event for several years, Chair departure in 2015 left this area empty. A former chair might be able to do a fall event. Not budgeted for 2016, but a potential growth area.
- **Stevens Point:** Like Wausau, an area where we have a potential Chair, and are recruiting for help. \$500 budget line, split between the two locations, for 2016...
- **DePere Ladies Wine:** With baby growing, Don will work with our hostess, to see about a return, for 2016. Budgeted.
- **Marshland:** Last event, Dec. 2011. This team has taken up the Wild Wings shoot effort, and continues to be one of our two wood duck box focal points. Not budgeted for 2016.
- **Lakeshore/Manitowoc:** Event ran 12/10/15. Budgeted event for 2016. No further update.
- **Madison:** Event set for 12/10/15 was canceled. Tom is meeting with the new chapter members of this team on 5/12/16 for event planning. Budgeted event for 2016.
- **WWA Holiday Bash:** The precursor to this event ran 11/19/15. We'll bring the State Hunt draw back here, next December, and run it as a holiday party. Need to have at least one more class A raffle run, to be drawn at this event, hopefully for a firearm. We'll park 1 of the 3 State Hunt posters here, by Labor Day weekend, to run all fall long.

### Conservation Calendar:

2017 Calendar is “on”. Need to begin working on a Playbook update, and I'll make attempt to develop a simple selling fixture, to help improve signage, and reduce theft by ignorance, at some locations. Photos have been selected for the new edition, and Tom was working the firearm/bow listing on 5/11/16. The new drawing venue for 2017, near Collins Marsh, has not yet been communicated to the “Oshkosh crew”.

## Summary:

Website is updated, BBB filing has been made, Abrams has been burnt, and Tom is working with teams that will communicate, on cleaning up event reporting, and preparing for the next round of fundraising. Addressing the President's executive action on salaried staff overtime appears to be the next "fire to fight". We continue to focus on determining the plan for Hudson, LaCrosse, Wausau, and Manitowoc, especially. The loss of significant volunteer effort may yet derail the other accomplishments of this year.

## Education:

### DNR Learn to Hunt Waterfowl efforts:

This is a key area of focus for WWA, and we need to encourage more WWA teams to engage in this very satisfying and important program. It has a significant page on the new website.

### DNR Shooting Skills Clinics:

2 directors were trained in July 2015, it would be great to have the five trainers get together, and build a plan to host at least one event for the 2016 pre-season, yet. We just received an offer for additional training sessions, as well as an advertisement for their clinic, from the Mead W.A.

### DNR Invasive species boot-cleaning station efforts:

During October, WWA sourced, built, delivered and installed 2 stations around Big Muskego Lake, 1 station at Horicon, 2 stations in Waukesha County at public properties, 1 station at Shawano Lake, and 1 station on the west shore of Green Bay at Geano's Beach. We also transported the material for 3 other stations in NE Wisconsin. This is likely a future small-project effort that could be done by local chapters for local boat launches and hunter access points, at relatively low cost, and high visibility for WWA. Following the May events I have to host, I'll return my attention to this program.

### WDNR Duck School:

Following my attendance at the 3/9/16 WDNR Migratory Committee meeting, where I spoke with the Warden in charge of Duck School, Don and Bruce are confirmed for Friday, 9/30/16. Our contact did confirm for me, at the WWHC, later that week, **that he would still welcome one additional volunteer actor, if any of you are interested.** You could ride over with Bruce and me, would make it pretty painless for someone retired, or willing to give up a vacation day for the cause...

### Wisconsin Envirothon:

We did go back and sponsor this event, for a second year, following their early March request, at the \$300 rate. We may seek to advance this to \$500 for future years, to receive better recognition.

## **Restoration/Projects:**

- The Waukesha and Twin Rivers teams hosted a big cleanup day at their adopted Rome Pond Wildlife Area on Saturday, April 23<sup>rd</sup>, it went extremely well.
- Peter will be assisting the Wetlands Association and several others with public outreach events on managing private wetlands, in late May and early June – we’ve already posted these on our FB friend’s page....
- I reminded Peter to submit any additional eligible expenses to the big NAWCA grant, before the first edition closes in late May. We could be able to submit another \$5K for reimbursement, and Kelcy has confirmed we have billable hours out there...
- On May 5<sup>th</sup>, we were able to get most of the desired area burned at the Abrams project, leaving the islands again (not burned 5 years ago, either) to be attempted this fall...
- Peter reported on burn day that he’d reviewed 5-6 “poor” projects, all over the central/western part of the state over the past week, and was going to visit 3-4 others the afternoon-evening of the 5<sup>th</sup>, on his way back home from the Abrams project...

## **Legislation/Regulation:**

- No further update as the Legislature is not in session for the election season. More negative bills regarding wetlands are expected early in the next session, by those in the know...
- The retirement of Rob Bohmann from the CC, will result in the likely death of the habitat stamp effort that we assisted with last fall, and the retirement of Rep. Al Ott, means going back to the drawing board on the waterfowl stamp increase process, as he was our key leadership contact.

## **Key BOD Decisions/Opportunities:**

- Class A start for the WWA Christmas Bash (firearm?)?
- Assistance available for the Ozaukee Shoot? Summer Shoot?
- Need to begin working on a plan for how to address the now likely implementation of the President’s executive order regarding salaried managers and overtime...
- Potential by-law’s updating to review/approve?
- Potential discussion of the volunteer code of ethics materials presented?